

# PIONEER VALLEY LEGISLATIVE LOCAL POLITICAL COORDINATOR PROGRAM

## About the Program

The Legislative Political Coordinator (LPC) Program is comprised of individual members who serve to keep abreast of local issues impacting real estate and private property rights within the community in which they live and/or work. The program is overseen by the Government Affairs Committee. The goal of this program is a robust, advocacy focused, member-led grassroots presence throughout the sixty-eight (68) municipalities of the Pioneer Valley. A LPC may cover more than one municipality and larger municipalities may be covered by more than one LPC.

## Program Objectives

- To build relationships between members and local municipal leaders
- To consider a course of action in response to an issue
- To position Realtors® to have direct impact on local decisions affecting real estate and private property rights
- To place Realtors® in the forefront as defenders of private property rights, fair housing, and small business
- Ensure that Realtors® are the conduit of RAPV's advocacy efforts and priorities

## Duties of a LPC

- Identify and monitor real estate related issues in the LPC's designated municipality by staying abreast of legislative issues and meetings via town website, newspaper, social media, contact with town staff.
- Attend any relevant public meetings such as Zoning Board of Appeals, Planning Board, or Annual Town Meeting.
  - A LPC is not expected to develop talking points or present testimony at a town meeting but may do so if willing. However, the most effective presentation, is always a town resident. Talking points will be developed by the MAR and RAPV Association staff, with member input.
- Alert the current Chair of Government Affairs and the RAPV CEO when an issue arises that could potentially affect Realtors®, and private property rights.
- Attend the two meetings a year of the Legislative Town Monitor: the Annual RAPV Legislative Meeting and MAR Realtor® Day on Beacon Hill.
- Submit quarterly reports on LPC activity using the provided form.
- Adhere to the RAPV Social Media Policy:
  - The board of directors of the REALTOR® Association of Pioneer Valley is most efficient and effective when it speaks through one voice: either the President, or the Chief Executive Officer or, from time to time, another designated spokesperson as appropriate for the situation and/or topic. It is critical that the REALTOR® Association of Pioneer Valley officers, directors, committee members, and committee chairs promote consistent communication to the public and media regarding the REALTOR® Association of Pioneer Valley business. To further this goal, below are guidelines for communications regarding and/or relating to the REALTOR® Association of Pioneer Valley affairs:

### Internet Postings

Internet postings include, but are not limited to the following:

- Multi-media and social networking websites include, but are not limited to, sites such as Facebook, Yahoo! Groups, Google Groups, Gowalla, Foursquare, Instagram, Snapchat, Twitter, Tik Tok, YouTube, and LinkedIn.
- Blogs (both REALTOR® Association of Pioneer Valley blogs and blogs external to REALTOR® Association of Pioneer Valley)
- Wikis such as Wikipedia
- Any other site where text or graphics can be posted

All of these activities are referred to as "Internet Postings" in this policy.

### Board of Director Members and Committee Chairpersons

- For the REALTOR® Association of Pioneer Valley to speak with one voice, individual board members are discouraged from making comments to the media. Instead, you are urged not

comment on the REALTOR® Association of Pioneer Valley matters unless you have first consulted with the Chief Executive Officer or President.

- Affiliation with the REALTOR® Association of Pioneer Valley Directors are personally responsible for the content they publish on blogs, wikis, or any other form of user-generated media. Be mindful that what you publish will be public for a long time – protect your privacy. Be aware of your association with the REALTOR® Association of Pioneer Valley in online social networks. If you identify yourself as a REALTOR® Association of Pioneer Valley director, ensure your profile and related content is consistent with how you and the Association wish to present to the public.
- Attend training as required.
- Sign and return LPC pledge form.

#### **Course of Action**

Association action will be determined by the Government Affairs Committee and the RAPV CEO. Should an issue arise that falls outside of the Association's *Advocacy Policy*, any proposed action must be approved by the Board of Directors.

#### **Qualifications**

Any member (including Affiliates) in good standing with the Association is eligible to become a LPC. LPC candidates will be approved by the Government Affairs Committee.